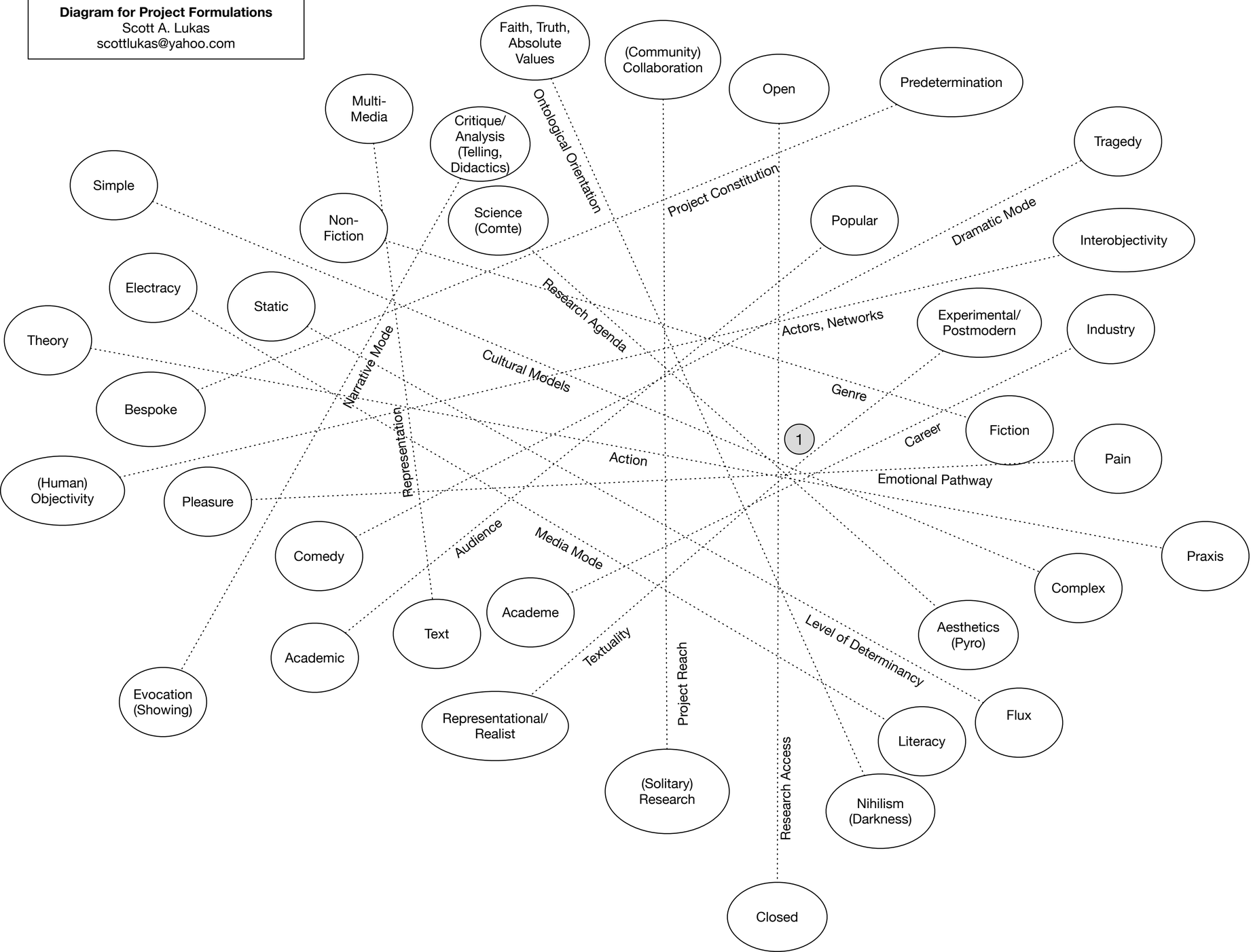
**Diagram for Project Formulations**
Scott A. Lukas
scottlukas@yahoo.com




1. What other axes could be imagined for this conceptual plan?

2. In terms of your project, what are the most significant intersections of these, or other, contexts?

3. How does this exercise lead to re-envisioning of content, form, voice, context, or other aspect of your project?

**Note:** while dichotomies are represented, the continua between each variable or context are of greater significance. Also, effects of one intersection with another are not implied. Ideally, one would view the diagram in 3-D space such that one could posit how the intersections might define a possible project. As an example, take the intersection marked 1 and imagine how operating on the axis of a particular model of culture that tends towards simplicity (such as in a theme park context) would be impacted by the intersection with the axis of realist-experimental textuality. Adding additional intersections with other axes will alter the ways in which we consider the project at hand. The project could be also envisioned by using blank cards (in the IDEO Methods card style) that would allow for another visualization of the project creation.